

**General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA-AdvantageTM, a menu-driven database system. The Internet address for GSA-AdvantageTM is: <http://www.gsadvantage.gov>

**Advertising & Integrated Marketing Solutions
FSC Group: 541**

Contract No.: GS-23F-0180S



Contract Period: 05/11/2006 – 05/10/2016

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at: <http://www.fss.gsa.gov>



Contractor:

IQ Solutions

**11300 Rockville Pike, Suite 901
Rockville, MD 20852
Telephone: (301) 984-1471
Fax: (301) 984-1473
<http://www.iqsolutions.com>**

Contract Administrator:

Lee An

IQ Solutions

**11300 Rockville Pike, Suite 901
Rockville, MD 20852
Telephone: (240) 221-4201
Fax: (301) 984-1473
E-mail: gsainfo@iqsolutions.com**

Business Size/Status: Large

Prices shown herein are NET (discount deducted).

Pricelist current through Modification #A181 dated 08/29/2011

GENERAL CONTRACT INFORMATION

1a. Table of Awarded Special Item Numbers (SINs):

- 541-1 / 541-1RC: Advertising Services
- 541- 4A / 541-4ARC: Market Research and Analysis Services
- 541-4C / 541-4CRC: Exhibit Design and Implementation Services
- 541-1000 / 541-1000RC Other Direct Costs
- 541-2 / 541-2RC: Public Relations Services
- 541-4B / 541-4BRC: Video/Film Production Services
- 541-5 / 541-5RC: Integrated Marketing Services

(Please refer to page #4 for a more detailed description)

1b. Lowest Priced Model Number and Lowest Price:

Please refer to page #20

1c. Labor Category Descriptions:

Please refer to page #8

2. Maximum Order:

\$1,000,000 (for awarded SINs)

3. Minimum Order:

\$100.00

4. Geographic Coverage:

Domestic Only

5. Point (s) of Production:

Not Applicable

6. Discount from List Price:

All Prices Herein are Net

7. Quantity Discounts:

Not Applicable

8. Prompt Payment Terms:

Net 30 days

9a. Government Purchase Card *is* accepted at or below the micro – purchase threshold.

9b. Government Purchase Card *is* accepted above the micro – purchase threshold.

10. Foreign Items:

None

11a. Time of Delivery:

To Be Negotiated with Ordering Agency

11b. Expedited Delivery:

To Be Negotiated with Ordering Agency

11c. Overnight and 2-Day Delivery:

To Be Negotiated with Ordering Agency

11d. Urgent Requirement:

To Be Negotiated with Ordering Agency

12. F.O.B. Point(s):

Destination

13a. Ordering Address:

IQ Solutions
Attn: Lee An/GSA Orders
11300 Rockville Pike, Suite 901
Rockville, MD 20852

13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.

- | | |
|---|---|
| 14. Payment Address: | IQ Solutions
Attn: Accounts Receivable
11300 Rockville Pike, Suite 901
Rockville, MD 20852 |
| 15. Warranty Provision: | Not Applicable |
| 16. Export Packing Charges: | Not Applicable |
| 17. Terms & Conditions of Government Purchase Card Acceptance: | None |
| 18. Terms and conditions of rental, maintenance, and repair: | Not Applicable |
| 19. Terms and conditions of installation (if applicable): | Not Applicable |
| 20. Terms and conditions of repair parts indicating date of parts, price lists and any discounts from list prices: | Not Applicable |
| 20a. Terms and conditions for any other services (if applicable): | Not Applicable |
| 21. List of service and distribution points (if applicable): | Not Applicable |
| 22. List of participating dealers (if applicable): | Not Applicable |
| 23. Preventative maintenance (if applicable) | Not Applicable |
| 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants.): | Not Applicable |
| 24b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/ : | Contact Contract Administrator for more information. |
| 25. Data Universal Number System (DUNS) Number: | 876875154 |
| 26. IQ Solutions <i>is</i> registered in the Central Contractor Registration (CCR) database. | |

CONTRACT OVERVIEW

GSA awarded IQ Solutions a GSA Federal Supply Schedule contract for Advertising & Integrated Marketing Solutions (AIMS), Contract No. GS-23F-0180S. The current contract period is 05/11/2006 – 05/10/2016. GSA may exercise a total of up to two additional 5 year option periods. The contract allows for the placement of Firm Fixed Price or Time and Materials task orders using the labor categories and ceiling rates defined in the contract.

CONTRACT ADMINISTRATOR

Lee An
IQ Solutions
11300 Rockville Pike, Suite 901
Rockville, MD 20852
Telephone: (240) 221-4201
Fax Number: (301) 984-1473
Email: gsainfo@iqsolutions.com

MARKETING AND TECHNICAL POINT OF CONTACT

Lee An
IQ Solutions
11300 Rockville Pike, Suite 901
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Telephone: (240) 221-4201
Fax Number: (301) 984-1473
Email: gsainfo@iqsolutions.com

CONTRACT USE

This contract is available for use by all federal government agencies, as a source for Advertising & Integrated Marketing Solutions, for worldwide use. Executive agencies, other Federal agencies, mixed –ownership Government corporations, and the District of Columbia; government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other activities and organizations authorized by statute or regulation to use GSA as a source of supply may use this contract. Additionally, contractors are encouraged to accept orders received from activities within the Executive Branch of the Federal Government.

A full description of each SIN definition and examples of the types of work covered by the SIN are provided below.

SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS

541-1/ 541-1RC: Advertising Services

Services provided under this SIN will promote public awareness of an agency's mission and initiatives and dissemination of information to consumer and advocacy groups. Advertising Media such as: Direct Mail, Media Planning/Placement, Public Education, Outdoor Marketing and Media, Broadcast Media to include TV and Radio and Public Service Announcements may be used in providing services relating to this SIN.

541-2/ 541-2RC: Public Relations Services

Services include providing customized media and public relations services, preparation of media materials, including background materials, press releases, speeches and presentations, and press kits; and executing media programs such as press conferences, distribution of press materials, and scheduling broadcast and print interviews.

541-4A / 541-4ARC: Market Research and Analysis

Services include the development of customized strategic marketing plans, developing branding initiatives, target market identification, and conducting focus groups.

541-4B / 541-4BRC: Video/Film Production

These services will inform the public and Government agencies about the latest products, services, and/or issues. Filming in studios on locations, live shows, as well as writing, directing, editing, and shooting.

541-4C / 541-4CRC: Exhibit Design and Implementation Services

These services include arrangements for exhibits in various venues, and conceptualizing, designing, and producing exhibits and their accompanying materials.

541-5/ 541-5RC: Integrated Marketing Services

Services under this SIN provide comprehensive solutions using strategically targeted marketing tactics that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions encompass services within: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and 541-4 Specialized Marketing. SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this Schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the Schedule.

541-1000/ 541-1000RC: Other Direct Costs

Expenses other than labor hours that are necessary to complete a project.

INSTRUCTIONS FOR PLACING ORDERS FOR SERVICES BASED ON GSA SCHEDULE HOURLY RATES

GSA provides a streamlined, efficient process for ordering the services you need. GSA has already determined that IQ Solutions meets the technical requirements and that our prices offered are fair and reasonable. Agencies may use written orders; facsimile orders, credit card orders, blanket purchase agreement orders or individual purchase orders under this contract.

If it is determined that your agency needs an outside source to provide AIMS services, follow these simple steps:

Step 1. Develop a Statement of Work (SOW)

In the SOW, include the following information:

- Work to be performed,
- Location of work,
- Period of performance;
- Deliverable schedule, and
- Special standards and any special requirements, where applicable.

Step 2. Select Contractor and Place Order

- If the order is at or below the micro-purchase threshold, select the contractor best suited for your needs and place the order.
- If the order is exceeding but less than the maximum order threshold (MOT), prepare an RFQ;
- If the order is in excess of the MOT, prepare an RFQ. Consider expansion of competition and seek price reductions.

Step 3. Prepare a Request for Quote (RFQ)

- Include the SOW and evaluation criteria;
- Request fixed price, ceiling price, or, if not possible, labor hour or time and materials order;
- If preferred, request a performance plan from contractors and information on past experience; and include information on the basis for selection.
- May be posted on GSA's electronic RFQ system, e-Buy

Step 4. Provide RFQ to at least Three Firms

Step 5. Evaluate Offers, Select Best Value Firm, and Place Order

REQUIREMENTS EXCEEDING THE MAXIMUM ORDER

In accordance with FAR 8.404, before placing an order that exceeds the maximum order threshold, ordering offices shall:

- Review additional schedule contractors' catalogs/price lists or use the "GSA Advantage!" on-line shopping service;
- Based upon the initial evaluation, generally seek price reductions from the schedule contractor(s) appearing to provide the best value (considering price and other factors); and
- After price reductions have been sought, place the order with the schedule contractor that provides the best value and results in the lowest overall cost alternative (see FAR 8.404(a)). If further price reductions are not offered, an order may still be placed, if the ordering office determines that it is appropriate.

Vendors may:

Offer a new lower price for this requirement (the Price Reduction clause is not applicable to orders placed over the maximum order in FAR 52.216-19 Order Limitations.)

- Offer the lowest price available under the contract; or
- Decline the order (orders must be returned in accordance with FAR 52.216-19).

A task order that exceeds the maximum order may be placed with the Contractor selected in accordance with FAR 8.404. The order will be placed under the contract.

Sales for orders that exceed the Maximum Order shall be reported in accordance with GSAR 552.238-74.

BLANKET PURCHASE AGREEMENT

Ordering activities may establish BPAs under any schedule contract to fill repetitive needs for supplies or services. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPAs and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). In determining how many BPAs to establish, consider:

- The scope and complexity of the requirement(s);
- The need to periodically compare multiple technical approaches or prices;
- The administrative costs of BPAs; and
- The technical qualifications of the schedule contractor(s).

Establishment of a single BPA, or multiple BPAs, shall be made using the same procedures outlined in 8.405-1 or 8.405-2. BPAs shall address the frequency of ordering, invoicing, discounts, requirements (*e.g.* estimated quantities, work to be performed), delivery locations, and time.

When establishing multiple BPAs, the ordering activity shall specify the procedures for placing orders under the BPAs.

Establishment of a multi-agency BPA against a Federal Supply Schedule contract is permitted if the multi-agency BPA identifies the participating agencies and their estimated requirements at the time the BPA is established.

Ordering from BPAs:

Single BPA. If the ordering activity establishes one BPA, authorized users may place the order directly under the established BPA when the need for the supply or service arises.

Multiple BPAs. If the ordering activity establishes multiple BPAs, before placing an order exceeding the micro-purchase threshold, the ordering activity shall:

- Forward the requirement, or statement of work and the evaluation criteria, to an appropriate number of BPA holders, as established in the BPA ordering procedures; and
- Evaluate the responses received, make a best value determination (see 8.404(d)), and place the order with the BPA holder that represents the best value.

BPAs for hourly rate services. If the BPA is for hourly rate services, the ordering activity shall develop a statement of work for requirements covered by the BPA. All orders under the BPA shall specify a price for the performance of the tasks identified in the statement of work.

Duration of BPAs. BPAs generally should not exceed five years in length, but may do so to meet program requirements. Contractors may be awarded BPAs that extend beyond the current term of their GSA Schedule contract, so long as there are option periods in their GSA Schedule contract that, if exercised, will cover the BPA's period of performance.

Review of BPAs:

The ordering activity that established the BPA shall review it at least once a year to determine whether:

- The schedule contract, upon which the BPA was established, is still in effect;
- The BPA still represents the best value (see 8.404(d)); and
- Estimated quantities/amounts have been exceeded and additional price reductions can be obtained.

The ordering activity shall document the results of its review.

LABOR CATEGORY DESCRIPTIONS

Experience Substitutions:

H.S. Diploma + 4 years additional experience	Equals	Bachelors Degrees
Bachelors Degree + 2 years additional experience	Equals	Masters Degree
Masters Degree + 3 years additional experience	Equals	Ph.D.

Education Substitutions:

A Ph.D. may be substituted for three years of required experience with a Masters Degree or four years with a Bachelors Degree.
A Masters Degree may be substituted for two years of required experience with a Bachelors Degree.
A Bachelors Degree may be substituted for four years of required experience with a H.S. Diploma.

Commercial Job Title:	Account Director
Minimum/General Experience:	7 years of relevant experience.
Functional Responsibilities:	Incumbent reports to the Vice President, and manages key project tasks. Works directly with client representatives in developing programs, campaigns and materials. Tasks include a full range of activities. Has key responsibility for ensuring timely completion of project activities and monitoring of project budget.
Minimum Education:	BA/BS degree in an applicable field of study.

Commercial Job Title:	Account Executive
Minimum/General Experience:	2 years of relevant experience.
Functional Responsibilities:	Works on moderately complex projects under general supervision. Prepares and distributes fact sheets, news releases, and other program and/or campaign materials. . Confers with production and support personnel to coordinate production of television and on-air promotions.
Minimum Education:	BA/BS degree in an applicable field of study.

Commercial Job Title:	Account Manager
Minimum/General Experience:	6 years of relevant experience.
Functional Responsibilities:	Works on moderately complex projects under general supervision. Researches data, creates ideas, works with external program partners and other intermediaries, contacts media representatives, or represents the client organization directly. Confers with production and support personnel to coordinate production of print, electronic and web-based materials.
Minimum Education:	BA/BS degree in an applicable field of study.

Commercial Job Title:	Administrative Assistant I
Minimum/General Experience:	2 years of applicable administrative experience.
Functional Responsibilities:	Requires strong PC literacy, including demonstrated expertise with essential functions of one or more word processing and spreadsheet software packages used by the organization, department, project, or unit.
Minimum Education:	HS degree or equivalent.

Commercial Job Title:	Administrative Assistant II
Minimum/General Experience:	4 years of applicable administrative experience.
Functional Responsibilities:	Requires strong PC literacy, including demonstrated expertise with essential functions of one or more word processing and spreadsheet software packages used by the organization, department, project, or unit.
Minimum Education:	HS degree or equivalent.

Commercial Job Title:	Art Director
Minimum/General Experience:	8 years of related art and visual communications media experience, including experience with magazines, books, newspapers, television, posters, and packaging.
Functional Responsibilities:	Assists in formulating concepts for artwork and copy to be presented by visual communications media such as magazines, books, newspapers, television, posters, and packaging.
Minimum Education:	BA/BS degree or the equivalent education and/or experience.

Commercial Job Title:	Art Manager
Minimum/General Experience:	5 years of related art and visual communications media experience, including experience with magazines, books, newspapers, television, posters, and packaging.
Functional Responsibilities:	Formulates concepts and supervises the graphics design, Web site design, and print production staff engaged in executing layout design for artwork and copy that is presented through visual communications media.
Minimum Education:	BA/BS degree, or the equivalent education and/or experience.

Commercial Job Title:	Assistant Production Manager
Minimum/General Experience:	3 years of relevant experience, including a thorough knowledge of print production operations.
Functional Responsibilities:	Tasks include creating a master schedule and monitoring projects on a regular basis in addition to facilitating understanding among team members. Individuals work with minimal guidance and direction and are expected to exercise ingenuity and originality in daily problem solving.
Minimum Education:	HS degree or equivalent.

Commercial Job Title:	Contract Specialist
Minimum/General Experience:	3 years of contracts experience.
Functional Responsibilities:	Supports all contractual actions and phases of the programs including planning, requirements definition, acquisition strategy, pre-solicitation conferences, source selection plan, evaluation plan, negotiations, competitive range determination, contract administration and closeout. Interacts with various levels of personnel to secure required contractual information and adherence to federal and procedural requirements.
Minimum Education:	BA/BS degree or the equivalent education and/or experience.

Commercial Job Title:	Contract Supervisor
Minimum/General Experience:	5 years of contracts experience.
Functional Responsibilities:	Manages or supports all contractual actions and phases of the programs including planning, requirements definition, acquisition strategy, pre-solicitation conferences, source selection plan, evaluation plan, negotiations, competitive range determination, contract administration and closeout. Manages or supports the activities of highly specialized personnel who possess expertise in contracts administration and/or closeout.
Minimum Education:	BA/BS degree or the equivalent education and/or experience.

Commercial Job Title:	Copywriter
Minimum/General Experience:	3 years of related experience.
Functional Responsibilities:	Responsible for assembling and writing descriptive copy for reports, summary reports, newsletters, abstracts, research publications, monographs, multimedia materials, trip reports, media advisories, scripts, training materials, proposals, public relations materials, and other technical and non-technical information.
Minimum Education:	BA/BS degree in English, journalism, or a related technical field, or the equivalent education and/or experience.

Commercial Job Title:	Creative Director
Minimum/General Experience:	10 years of related creative services experience.
Functional Responsibilities:	Assists Government as strategic partner in defining and influencing agency strategy. Extends counsel beyond core implementation. Requires expertise in graphics design, production, advertising, print broadcast services and Web site design.
Minimum Education:	BA/BS degree or the equivalent education and/or experience.

Commercial Job Title:	Database Manager
Minimum/General Experience:	2 years of related database design and implementation experience. At least 1 year of programming experience is required.
Functional Responsibilities:	Assists in analyzing the specific functional area of project(s). Analyzes database requirements of assigned project(s). Analyzes and determines information needs and elements, database relationships and attributes, proposed manipulation, data flow and storage requirements, and data output and reporting capabilities.
Minimum Education:	BA/BS degree or the equivalent education and/or experience.

Commercial Job Title:	Editor
Minimum/General Experience:	2 years of editing and proofreading experience in areas related to project assignments.
Functional Responsibilities:	Materials to be edited may include reports, summary reports, newsletters, abstracts, research publications, monographs, multimedia materials, trip reports, media advisories, scripts, training materials, proposals, public relations materials, and other technical and non-technical information.
Minimum Education:	AA degree in English, journalism, or a related field of study, or the equivalent education and/or experience.

Commercial Job Title:	Event Assistant
Minimum/General Experience:	1 year of administrative or clerical experience.
Functional Responsibilities:	Under close supervision, this individual performs a variety of routine and varied administrative and clerical duties in support of pre-meeting, on-site, and post-meeting tasks. The Event Assistant may be required to handle occasional non-routine problems in the absence of the manager.
Minimum Education:	HS degree or equivalent.

Commercial Job Title:	Event Planner I
Minimum/General Experience:	2 years of conference experience.
Functional Responsibilities:	Assists conference and meeting support managers in a variety of less complex duties related to pre-meeting, on-site, and post-meeting tasks. The position requires a high degree of dependability, discretion, good business judgment, tact, poise, and resourcefulness to ensure timely completion of assignments.
Minimum Education:	HS degree or equivalent.

Commercial Job Title:	Event Planner II
Minimum/General Experience:	5 years of progressively responsible conference experience to include conference planning and management.
Functional Responsibilities:	Performs a broad range of complex, specialized duties to assist conference and meeting support managers in pre-meeting and post-meeting activities. Provides on-site support at national conferences. The position requires expert conference planning and management skills and a high degree of dependability, discretion, good business judgment, tact, poise, and resourcefulness to ensure timely completion of assignments.
Minimum Education:	BA/BS degree in a related discipline, or the equivalent education and/or experience.

Commercial Job Title:	Executive Strategist
Minimum/General Experience:	10 years of executive-level experience.
Functional Responsibilities:	Conducts monthly meetings with the project team and ensure quality control for all deliverables. Ensures the completion of contractual and programmatic requirements. Provides strategic input and counsel to the client. Empowers program managers, leverages corporate resources, and takes action to ensure successful task performance and project advancement.
Minimum Education:	MA/MS degree or the equivalent education and/or experience.

Commercial Job Title	Exhibit Outreach Specialist
Minimum/General Experience	2 years of experience with exhibits, outreach and event planning, grassroots organizing, or other related field.
Functional Responsibilities	Plan and manage exhibit logistics, and provide logistical support to events.
Minimum Education	Bachelor's degree.

Commercial Job Title:	Graphics Design Artist I
Minimum/General Experience:	0 years related experience.
Functional Responsibilities:	Assists in designing and developing graphics and illustrations for use in technical materials, manuals, and publications. Artwork may include tables, charts, flowcharts, viewgraphs/slides, brochures, forms, illustrations, photographs, promotional materials, posters, postcards, and book covers. Material may be presented in magazines, books, newspapers, or via television, computer monitor, Web site, CD-ROM, or other visual communication media.
Minimum Education:	BA/BS degree in graphic design/art or in a related field of study, or the equivalent education and/or experience.

Commercial Job Title:	Graphics Design Artist II
Minimum/General Experience:	2 years of related experience.
Functional Responsibilities:	Assists in designing and developing moderately complex graphics and illustrations for use in technical materials, manuals, and publications. Artwork may include tables, charts, flowcharts, viewgraphs/slides, brochures, forms, illustrations, photographs, promotional materials, posters, postcards, and book covers. Material may be presented in magazines, books, newspapers, or via television, computer monitor, Web site, CD-ROM, or other visual communication media.
Minimum Education:	BA/BS degree in graphic design/art or in a related field of study, or the equivalent education and/or experience.

Commercial Job Title	Health Communications Associate
Minimum/General Experience	0 years of relevant experience.
Functional Responsibilities	Support the creation of a wide variety of health communication products, including market research, media outreach, media materials, consumer and provider education products, and campaigns and programs for multicultural audiences.
Minimum Education	Bachelor's degree in communications, marketing, public health, or an applicable field of study, or the equivalent education or experience.

Commercial Job Title	Health Communications Manager
Minimum/General Experience	4 years of in-depth experience in all stages of developing and implementing integrated marketing and communications plans.
Functional Responsibilities	Lead activities related to partnership development, marketing, and promotion of print and electronic materials and Web sites.
Minimum Education	Bachelor's degree in communications, marketing, or related field. Master's degree in public health, science, or health sciences a plus.

Commercial Job Title	Health Communications Specialist
Minimum/General Experience	2 years of relevant experience.
Functional Responsibilities	Consulting in specific functional area to project. Supports the development of work plans to communicate health information to the general public and to keep the public informed about the client organization's programs, outreach materials and products, and accomplishments.
Minimum Education	Bachelor's degree in communications, marketing, public health, or an applicable field of study, or the equivalent education or experience.

Commercial Job Title:	Information Services Assistant
Minimum/General Experience:	2 years of directly relevant experience.
Functional Responsibilities:	Gives administrative support that is specifically dedicated to the project team. Opens, sorts, and logs all incoming mail. Maintains an adequate supply of publications at the in-house distribution center. Arranges for the transfer of publications from the off-site warehouse facility to the in-house distribution center.
Minimum Education:	HS degree or equivalent.

Commercial Job Title:	Information Services Manager
Minimum/General Experience:	5 years of experience.
Functional Responsibilities:	Supports client in planning, implementing and managing an inquiry response service center and supervising staff assigned to the center. Writes, develops, and maintains a procedures manual for all inquiry response activities.
Minimum Education:	MA/MS (preferably an MLS), or the equivalent education and/or experience.

Commercial Job Title:	Information Specialist
Minimum/General Experience:	2 years of directly relevant experience, including prior experience in conducting online literature searches.
Functional Responsibilities:	Assists Government in preparing standard and custom responses to written, telephone, and e-mail inquiries from the public, including controlled correspondence. Conducts research and data gathering, including manual and online literature searches using the Web and databases.
Minimum Education:	HS degree or equivalent.

Commercial Job Title	Market Analyst
Minimum/General Experience	5 years of progressively responsible, applicable research experience.
Functional Responsibilities	Consultant in specific functional area of project. Assists agencies with data management and data file preparation. Assist in the research of complex assignments involving design and implementation of the evaluation.
Minimum Education	BS/BA degree in a related field or the equivalent education and/or experience.

Commercial Job Title:	Media Relations Specialist
Minimum/General Experience:	4 years of relevant experience, including a thorough understanding of internal and external operations within the news media.
Functional Responsibilities:	Tasks include media design and execution, development of marketing and communications strategies and plans, formulation of creative strategies and concepts, and consultation on production of multimedia materials and development of public relations activities. Individuals work with minimal guidance and direction and are expected to exercise ingenuity and originality in daily problemsolving.
Minimum Education:	HS degree or equivalent.

Commercial Job Title:	Production Manager
Minimum/General Experience:	5 years of in-depth experience in all stages of print and production.
Functional Responsibilities:	Serves as liaison on all production projects in order to ensure completion of assigned tasks. The Production Manager works with clients and outside vendors as well as with account services, creative, and production team members to coordinate efficient and timely processing.
Minimum Education:	BA/BS degree, or the equivalent education and/or experience.

Commercial Job Title	Research Assistant
Minimum/General Experience	0 years of experience
Functional Responsibilities	Consultant in specific functional area of project. Supports data collection, compilation, and preparation activities for Government agencies.
Minimum Education	BS/BA degree or equivalent education and/or experience.

Commercial Job Title:	Senior Account Director I
Minimum/General Experience:	7 years of relevant experience.
Functional Responsibilities:	Reports to Executive Strategist, and provides overall guidance and direction to project team. Supervises a wide range of tasks, including program, campaign and materials development, partnership building, market research and evaluation, media relations and event planning.
Minimum Education:	BA/BS degree in an applicable field of study.

Commercial Job Title:	Senior Account Director II
Minimum/General Experience:	10 years of relevant experience.
Functional Responsibilities:	Reports to Executive Strategist, and provides overall guidance and direction to project team. Supervises a wide range of tasks, including program, campaign and materials development, partnership building, market research and evaluation, media relations and event planning.
Minimum Education:	BA/BS degree in an applicable field of study.

Commercial Job Title:	Senior Account Executive
Minimum/General Experience:	5 years of relevant experience.
Functional Responsibilities:	Works on moderately complex projects under general supervision. Incumbents plan and conduct programs, campaigns and materials. Key tasks include those relating to program and/or campaign development, implementation. Evaluation and replication.
Minimum Education:	BA/BS degree in an applicable field of study.

Commercial Job Title:	Senior Copywriter
Minimum/General Experience:	5 years of related experience.
Functional Responsibilities:	Responsible for assembling and writing descriptive copy for reports, summary reports, newsletters, abstracts, research publications, monographs, multimedia materials, trip reports, media advisories, scripts, training materials, proposals, public relations materials, and other technical and non-technical information.
Minimum Education:	BA/BS degree in English, journalism, or a related technical field, or the equivalent education and/or experience.

Commercial Job Title:	Senior Database Administrator
Minimum/General Experience:	5 years of progressively responsible database engineering and implementation experience, including programming experience.
Functional Responsibilities:	Acts as consultant in specific functional area to project. Supports highly complex database engineering projects for the Government using advanced knowledge of database engineering and administration.
Minimum Education:	BA/BS degree in computer science or a related field, or the equivalent education and/or experience.

Commercial Job Title:	Senior Editor
Minimum/General Experience:	5 years of editing and proofreading experience in areas related to project assignments.
Functional Responsibilities:	Materials to be edited may include reports, summary reports, newsletters, abstracts, research publications, monographs, multimedia materials, trip reports, media advisories, scripts, training materials, proposals, public relations materials, and other technical and non-technical information.
Minimum Education:	BA/BS degree in English, journalism or a related field of study, or the equivalent education and/or experience.

Commercial Job Title:	Senior Event Planner
Minimum/General Experience:	8 years of progressively responsible conference experience to include excellent planning and management skills as well as experience planning large, complex conferences.
Functional Responsibilities:	Senior Event Planners perform a broad range of highly complex, specialized duties to plan and manage large, complex conferences. Individuals are responsible for quality control and development of staff reporting to them. The position requires strong computer literacy, expert conference planning and management skills, and a high degree of dependability, discretion, good business judgment, tact, poise, and resourcefulness to ensure timely completion of assignments. Strong attention to detail is needed in to manage varied and non-routine duties.
Minimum Education:	BA/BS degree in a related discipline, or the equivalent education and/or experience.

Commercial Job Title:	Senior Graphics Design Artist
Minimum/General Experience:	5 years of related experience.
Functional Responsibilities:	Consultant in specific functional area of project. Supports the design and development of complex graphics and illustrations for use in technical materials, manuals, and publications. Artwork may include tables, charts, flowcharts, viewgraphs/slides, brochures, forms, illustrations, photographs, promotional materials, posters, postcards, and book covers. Material may be presented in magazines, books, newspapers, or via television, computer monitor, Web site, CD-ROM, or other visual communication media.
Minimum Education:	BA/BS degree in graphic design/art or in a related field of study, or the equivalent education and/or experience.

Commercial Job Title:	Senior Information Specialist
Minimum/General Experience:	4 years of directly relevant experience, including prior experience in conducting online literature searches.
Functional Responsibilities:	Assists client in preparing standard and custom responses to written, telephone, and e-mail inquiries from the public, including controlled correspondence.
Minimum Education:	HS degree or equivalent.

Commercial Job Title:	Senior Media Relations Specialist
Minimum/General Experience:	5 years of relevant experience, including a thorough understanding of internal and external operations within the news media. The position requires excellent written and verbal communication skills, including expert presentation, public speaking, and document writing and organization skills.
Functional Responsibilities:	Media design and execution, development of marketing and communications strategies and plans, formulation of creative strategies and concepts, and consultation on production of multimedia materials and development of public relations activities.
Minimum Education:	HS degree or equivalent.

Commercial Job Title	Senior Writer
Minimum/General Experience	5 years of experience in writing documents.
Functional Responsibilities	Consultant in specific functional area of project. Supports analysis of Government requirements to determine the types of documentation needed for assigned writing tasks. Prepares outline of contents.
Minimum Education	BS/BA degree in applicable field of study or the equivalent education and/or experience.

Commercial Job Title:	Web Applications Developer
Minimum/General Experience:	2 years of related experience, or the equivalent education and/or experience.
Functional Responsibilities:	Will perform a variety of moderately complex tasks related to designing, developing, troubleshooting, debugging, and implementing software code for Web sites. Individuals apply comprehensive knowledge gained through previous technical assignments and software development tasks.
Minimum Education:	BA/BS degree in computer science or a related field of study.

Commercial Job Title	Web Communications Associate
Minimum/General Experience	3 years of relevant experience.
Functional Responsibilities	Coordinate the redesign of issue-based Web sites; and write, disseminate, and maintain Web content.
Minimum Education	Bachelor's degree in communications, marketing, or applicable field of study.

Commercial Job Title:	Web Content Manager/Info Architect
Minimum/General Experience:	2 years of related experience, or the equivalent education and/or experience.
Functional Responsibilities:	Will apply advanced principles, theories, and concepts to highly complex tasks related to designing, developing, troubleshooting, debugging, and implementing software code for a Web site. Individuals apply comprehensive knowledge in technical assignments and previous tasks in the areas of Web technology development.
Minimum Education:	BS degree in computer science or a related field of study.

Commercial Job Title:	Web Designer/Administrator II
Minimum/General Experience:	5 years of network analysis, network administration, or Internet-related experience.
Functional Responsibilities:	Assist in design, creation, and maintenance of Internet/World Wide Web or Intranet products and activities for an assigned project.
Minimum Education:	BA/BS degree in computer science or fine arts, or the equivalent education and/or experience.

Commercial Job Title:	Web Specialist
Minimum/General Experience:	2 years of network analysis, network administration, or Internet-related experience.
Functional Responsibilities:	Performs a variety of moderately complex tasks related to developing and maintaining client Internet and/or Intranet sites. Activities include, but are not limited to, designing, creating, and maintaining Internet or Intranet sites and/or products.
Minimum Education:	AA degree in computer science, fine arts, or a related field of study.

Commercial Job Title	Web Writer
Minimum/General Experience	2 years experience in writing for the Web in a news or marketing environment.
Functional Responsibilities	Develop content for Web sites, marketing emails, and other electronic documents.
Minimum Education	Bachelor's degree

Commercial Job Title:	Webmaster
Minimum/General Experience:	2 years of experience in systems technologies, including network analysis, network administration, or Internet-related experience.
Functional Responsibilities:	Will assist in maintaining and upgrading hardware and software, administering services, troubleshooting, maintaining equipment and logs, and ongoing monitoring of the site for performance.
Minimum Education:	BA/BS degree in computer science, or the equivalent education and/or experience.

Commercial Job Title	Writer
Minimum/General Experience	2 years of experience in writing documents related to project assignments.
Functional Responsibilities	Consultant in specific functional area of project. Supports analysis requirements to determine the types of documentation needed for assigned writing tasks for the Government.
Minimum Education	BS/BA in an applicable field of study or the equivalent education and/or experience.

HOURLY RATES FOR SERVICES

Contractor Site Rates					
GSA Labor Category	5/11/11 - 5/10/12	5/11/12 - 5/10/13	5/11/13 - 5/10/14	5/11/14 - 5/10/15	5/11/15 - 5/10/16
Account Director	\$123.27	\$126.97	\$130.78	\$134.70	\$138.74
Account Executive	\$63.58	\$65.49	\$67.45	\$69.48	\$71.56
Account Manager	\$103.64	\$106.75	\$109.95	\$113.25	\$116.65
Administrative I	\$62.18	\$64.05	\$65.97	\$67.95	\$69.99
Administrative II	\$67.11	\$69.13	\$71.20	\$73.34	\$75.54
Art Director	\$110.36	\$113.68	\$117.09	\$120.60	\$124.22
Art Manager	\$107.78	\$111.01	\$114.34	\$117.77	\$121.31
Assistant Production Manager	\$51.13	\$52.66	\$54.24	\$55.87	\$57.55
Contract Specialist	\$67.11	\$69.13	\$71.20	\$73.34	\$75.54
Contract Supervisor	\$84.17	\$86.70	\$89.30	\$91.98	\$94.74
Copywriter	\$107.92	\$111.16	\$114.50	\$117.93	\$121.47
Creative Director	\$186.52	\$192.12	\$197.88	\$203.82	\$209.93
Database Manager	\$71.13	\$73.27	\$75.46	\$77.73	\$80.06
Editor	\$80.71	\$83.13	\$85.63	\$88.19	\$90.84
Event Assistant	\$51.74	\$53.29	\$54.89	\$56.53	\$58.23
Event Planner I	\$55.96	\$57.64	\$59.37	\$61.15	\$62.98
Event Planner II	\$84.16	\$86.69	\$89.29	\$91.97	\$94.72
Executive Strategist	\$349.02	\$359.49	\$370.27	\$381.38	\$392.82
Exhibit Outreach Specialist	\$57.54	\$59.26	\$61.04	\$62.87	\$64.76
Graphic Designer/Artist I	\$54.40	\$56.04	\$57.72	\$59.45	\$61.23
Graphic Designer/Artist II	\$79.85	\$82.24	\$84.71	\$87.25	\$89.87
Health Communications Associate	\$61.12	\$62.95	\$64.84	\$66.79	\$68.79
Health Communications Manager	\$100.04	\$103.05	\$106.14	\$109.32	\$112.60
Health Communications Specialist	\$74.12	\$76.34	\$78.63	\$80.99	\$83.42
Information Services Assistant	\$32.75	\$33.74	\$34.75	\$35.79	\$36.86
Information Services Manager	\$87.55	\$90.18	\$92.88	\$95.67	\$98.54
Information Specialist	\$48.35	\$49.80	\$51.29	\$52.83	\$54.42
Market Analyst	\$107.05	\$110.26	\$113.57	\$116.97	\$120.48
Media Relations Specialist	\$44.92	\$46.27	\$47.65	\$49.08	\$50.56
Production Manager	\$75.39	\$77.65	\$79.98	\$82.38	\$84.85
Research Assistant	\$58.31	\$60.06	\$61.86	\$63.72	\$65.63
Senior Account Director I	\$194.70	\$200.54	\$206.56	\$212.75	\$219.14
Senior Account Director II	\$219.23	\$225.80	\$232.58	\$239.55	\$246.74
Senior Account Executive	\$86.72	\$89.32	\$92.00	\$94.76	\$97.60
Senior Copywriter	\$126.51	\$130.31	\$134.22	\$138.25	\$142.39
Senior Database Administrator	\$93.69	\$96.50	\$99.39	\$102.38	\$105.45
Senior Editor	\$116.36	\$119.85	\$123.45	\$127.15	\$130.96
Senior Event Planner	\$107.78	\$111.01	\$114.34	\$117.77	\$121.31
Senior Graphics Designer/Artist	\$95.90	\$98.78	\$101.74	\$104.80	\$107.94
Senior Information Specialist	\$57.20	\$58.91	\$60.68	\$62.50	\$64.37
Senior Media Relations Specialist	\$120.12	\$123.72	\$127.43	\$131.26	\$135.19
Senior Writer	\$126.40	\$130.19	\$134.10	\$138.12	\$142.27
Web Application Developer	\$143.71	\$148.02	\$152.46	\$157.03	\$161.74
Web Communications Associate	\$78.70	\$81.06	\$83.50	\$86.00	\$88.58
Web Content Manager/Info Architect	\$100.88	\$103.90	\$107.02	\$110.23	\$113.54
Web Designer/Administrator II	\$172.44	\$177.62	\$182.94	\$188.43	\$194.09
Web Specialist	\$72.01	\$74.17	\$76.39	\$78.68	\$81.04
Web Writer	\$45.16	\$46.51	\$47.91	\$49.34	\$50.82
Webmaster	\$97.15	\$100.06	\$103.07	\$106.16	\$109.34
Writer	\$90.02	\$92.72	\$95.50	\$98.37	\$101.32
Note:					
- Rates include .75% IFF					
- Rates include 3% annual escalation					

Government Site Rates					
GSA Labor Category	5/11/11 - 5/10/12	5/11/12 - 5/10/13	5/11/13 - 5/10/14	5/11/14 - 5/10/15	5/11/15 - 5/10/16
Account Director	\$92.80	\$95.59	\$98.45	\$101.41	\$104.45
Account Executive	\$47.86	\$49.30	\$50.78	\$52.30	\$53.87
Account Manager	\$78.03	\$80.37	\$82.78	\$85.27	\$87.83
Administrative I	\$46.81	\$48.22	\$49.66	\$51.15	\$52.69
Administrative II	\$50.53	\$52.05	\$53.61	\$55.22	\$56.87
Art Director	\$83.09	\$85.58	\$88.15	\$90.79	\$93.52
Art Manager	\$81.14	\$83.58	\$86.09	\$88.67	\$91.33
Assistant Production Manager	\$38.51	\$39.67	\$40.86	\$42.08	\$43.35
Contract Specialist	\$50.53	\$52.05	\$53.61	\$55.22	\$56.87
Contract Supervisor	\$63.37	\$65.27	\$67.22	\$69.24	\$71.32
Copywriter	\$81.26	\$83.69	\$86.21	\$88.79	\$91.46
Creative Director	\$140.43	\$144.64	\$148.98	\$153.45	\$158.06
Database Manager	\$53.56	\$55.17	\$56.82	\$58.53	\$60.28
Editor	\$60.76	\$62.58	\$64.46	\$66.39	\$68.39
Event Assistant	\$38.95	\$40.12	\$41.33	\$42.57	\$43.84
Event Planner I	\$42.13	\$43.39	\$44.69	\$46.03	\$47.41
Event Planner II	\$63.37	\$65.27	\$67.22	\$69.24	\$71.32
Executive Strategist	\$262.76	\$270.65	\$278.77	\$287.13	\$295.74
Exhibit Outreach Specialist	\$43.31	\$44.61	\$45.95	\$47.33	\$48.75
Graphic Designer/Artist I	\$40.95	\$42.18	\$43.45	\$44.75	\$46.09
Graphic Designer/Artist II	\$60.11	\$61.91	\$63.77	\$65.68	\$67.66
Health Communications Associate	\$46.02	\$47.40	\$48.82	\$50.29	\$51.80
Health Communications Manager	\$75.32	\$77.58	\$79.91	\$82.31	\$84.78
Health Communications Specialist	\$55.81	\$57.48	\$59.20	\$60.98	\$62.81
Information Services Assistant	\$24.67	\$25.41	\$26.17	\$26.96	\$27.76
Information Services Manager	\$65.92	\$67.90	\$69.93	\$72.03	\$74.19
Information Specialist	\$36.40	\$37.49	\$38.62	\$39.78	\$40.97
Market Analyst	\$80.59	\$83.00	\$85.49	\$88.06	\$90.70
Media Relations Specialist	\$33.83	\$34.84	\$35.89	\$36.96	\$38.07
Production Manager	\$56.76	\$58.47	\$60.22	\$62.03	\$63.89
Research Assistant	\$43.88	\$45.19	\$46.55	\$47.95	\$49.39
Senior Account Director I	\$146.59	\$150.99	\$155.52	\$160.18	\$164.99
Senior Account Director II	\$165.05	\$170.00	\$175.10	\$180.35	\$185.76
Senior Account Executive	\$65.29	\$67.25	\$69.27	\$71.35	\$73.49
Senior Copywriter	\$95.26	\$98.12	\$101.07	\$104.10	\$107.22
Senior Database Administrator	\$70.56	\$72.67	\$74.85	\$77.10	\$79.41
Senior Editor	\$87.63	\$90.26	\$92.97	\$95.76	\$98.63
Senior Event Planner	\$81.14	\$83.58	\$86.09	\$88.67	\$91.33
Senior Graphics Designer/Artist	\$72.20	\$74.37	\$76.60	\$78.90	\$81.27
Senior Information Specialist	\$43.05	\$44.35	\$45.68	\$47.05	\$48.46
Senior Media Relations Specialist	\$90.42	\$93.14	\$95.93	\$98.81	\$101.77
Senior Writer	\$95.16	\$98.02	\$100.96	\$103.99	\$107.11
Web Application Developer	\$108.19	\$111.44	\$114.78	\$118.22	\$121.77
Web Communications Associate	\$59.26	\$61.03	\$62.86	\$64.75	\$66.69
Web Content Manager/Info Architect	\$75.96	\$78.24	\$80.59	\$83.01	\$85.50
Web Designer/Administrator II	\$129.82	\$133.72	\$137.73	\$141.86	\$146.11
Web Specialist	\$54.20	\$55.82	\$57.50	\$59.22	\$61.00
Web Writer	\$33.98	\$35.00	\$36.05	\$37.13	\$38.24
Webmaster	\$73.14	\$75.33	\$77.59	\$79.92	\$82.32
Writer	\$67.77	\$69.81	\$71.90	\$74.06	\$76.28
Note:					
- Rates include .75% IFF					
- Rates include 3% annual escalation					

SIN 541-1000 Other Direct Costs		
Item	Price (ceiling amount)	Unit
Audio Tape	\$1.63	each
AV equipment and support	\$1,158.86	job
Brochures, 5.5x8.5	\$1.43	each
CD production	\$2,834.10	job
CD replication	\$0.71	track
Binding	\$43.18	each
Domain registration	\$100.70	5 Yr
Dubbing, 1" Type C, 3/4", betacam, and betacam SP with shipping	\$35.50	each
Envelopes, converted 6x9 catalogue	\$0.90	each
Facility fee	\$10,075.00	facility
Flyers 8.5x11, 80lb, white anthem gloss text, one side, 4 color, flood glass varnish	\$0.12	each print
Focus group honorarium	\$30.23	1 participant
Poster frames, dry, mount and hardware	\$83.57	each
Image, 1 image, 28MB, 300dpi, 9x12, RGB	\$151.11	each
Illustration	\$806.00	each
Labels	\$3.02	each
Print materials	\$3.10	job
Postcards and distribution	\$0.08	each
Public Service Announcement, production and duplication services	\$31,356.50	each
Radio capsules, production	\$5,037.50	each
Transcription	\$136.01	1 hour
VHS copies	\$21.41	each

Prices are inclusive of the Industrial Funding Fee of 0.75%